

DAVIS SOUTH BARNETTE & PATRICK

ADVERTISING | PUBLIC RELATIONS

Vacation guide

Editorial plan

32 pages (40 less 6 for listings and 2 for covers)

2 Table of contents

Nice spread with photos and pull quotes to balance north and south ends and provide a quick overview of what is offered from Milton to Navarre Beach.

6 Navarre Beach

Intro with 2-page spread of title and first paragraph over a signature beach shot. Next four pages will include an inset map and sidebars on the marine park, pier, Butterfly House, zoo, Naval Live Oaks, golf, lodging highlights.

6 Historic Milton

Two-page spread intro—will need to shoot especially for this. Will position Milton much as the “still exists” ad did: a historic, preserved town that grew from a strategic location that makes it ideal for visitors today (emphasizing river, trails, convenience to forest, Bagdad Village, beaches). Article will include sidebars on golf, events, railroad museum and a half- or full-page dedicated to Bagdad Village.

6 Blackwater State Forest

This piece includes the forest, the state park and adventure outfitters. Sidebars will include species to be seen there as well as favorite spots/experiences of our experts, which will include some committee/board members. In order to boost lodging, this piece will, at multiple points, tie the forest in with Historic Milton and Navarre Beach.

1 Fishing

While fishing may be mentioned incidentally in other articles, this piece will focus on it more thoroughly. Most importantly, it will be written to encourage bed tax collection through suggestions for multi-night trips, specific types of accommodations for different kinds of fishing, group trips, etc.

1 Sports tourism

Content TBD.

2 Paddling

This will cover everything from the rivers to the beach with sidebars on SUP and references to kayak fishing in the previous article. Lodging push.

2 RVing

Will hit north, south and especially combo trips.

1 Homeschoolers

Overview of what we offer including curriculum and annual spring break. Push idea of multi-family gatherings.

1 Birds/boomers

Overview of why we're the best place to stay for winter vacations—and shorter trips during other seasons.

2 Accommodations overview/inspiration

Hit some of the accommodations high points, from penthouse to tree house.

2 Ecotourism/Agritourism

High points including Coldwater Gardens and Agriplex